



**TerraFund**  
for **AFR100**



# TERRAFUND FOR AFR100 LANDSCAPES COHORT: KENYA CELEBRATION & ONBOARDING

*January 23-25, 2024 | Lake Naivasha Simba Lodge | Naivasha, Kenya*

In 2015, Africa embarked on an ambitious journey of restoring 100 million hectares by 2030. As part of this initiative, the government of Rwanda has committed to restore 2 million hectares. To accelerate the implementation of this ambitious goal, [TerraFund for AFR100](#) was established in 2021. This consortium, consisting of World Resources Institute, One Tree Planted, Realize Impact, and Barka Fund, aims to provide the necessary financing and support to local communities involved in land restoration.

In September 2021, TerraFund for AFR100 opened its first call for proposals for projects and enterprises across Africa, receiving an overwhelming response of 3,200 applicants. From these, the first cohort of 100 projects and enterprises from 27 African countries were selected for funding, including 14 from Kenya.

In April 2023, aligning with WRI's [Restore Local project](#), TerraFund for AFR100 embarked on a new phase, to finance organizations and enterprises restoring land in three vital African landscapes: the Lake Kivu & Rusizi River Basin spanning Rwanda, Burundi, and the Democratic Republic of the Congo, the Greater Rift Valley of Kenya, and the Ghana Cocoa Belt. After a rigorous six-month selection process, TerraFund for AFR100 is funding 93 projects, including 79 non-profit organizations and 14 businesses. These partners have been invited to participate in the second TerraFund cohort; the TerraFund for AFR100 Landscapes cohort.

In Kenya alone, 36 organizations made it to the final selection including 29 non-profit and 7 for-profit. These Kenyan restoration champions will receive \$7.5 million USD in investment. This investment is projected to grow 4.5 million trees, put 13,000 hectares of land under restoration, create 21,000 jobs, and improve the livelihoods of 245,000 people.

In late 2023, the cohort signed contracts with One Tree Planted and Africa Trees and are now preparing to mobilize communities and restore land. Their first report will be due on July 31, 2024. To set these champions up for success, the TerraFund team is hosting a celebration and onboarding workshop to give our new partners the resources they need. This onboarding process will take place in Naivasha, Kenya on January 23<sup>rd</sup> to 25<sup>th</sup>, 2024.

## **Restoration Champion Onboarding Schedule**

### **Preparatory Virtual Webinar for All | December 13**

- All champions will join a kickoff webinar to learn about the onboarding workshops and meet the TerraFund team (WRI, OTP, Africa Trees/RI, Barka). They will learn the basics of TerraMatch profile creation, which must be complete by January 31.



- Welcome the entire cohort, for-profits and non-profits, to the TerraFund team. There will be time to congratulate our new partners and orient them around the first year of the program, the celebrations, and the in-person workshops.

**Global TerraFund Celebration | January 10**

- We will celebrate formally the TerraFund cohort through a coordinated communications campaign, in alignment with our donors, champions, and others. The Restoration Champions will be able to share publicly that they have been financed as a part of the TerraFund for AFR100 Landscapes cohort.

**Country Celebrations & Landscapes Onboarding Workshops | January 23 – January 25**

- There will be a celebration for the TerraFund Landscapes’ Restoration Champions from Kenya.
  - On the first day, an official celebration occurs in the morning. In the afternoon, champions will participate in a communications training and a subset will engage with members of the communications team and Havas to help develop the Restore Local communications strategy.
  - On the second day and the morning of the third day, the TerraFund team introduces champions to the basics of TerraFund implementation. The TerraFund team will provide the new Restoration Champions from the Kenya Landscapes cohort with the information and resources they need to participate in the TerraFund program.
- For all of these events, two (2) representatives from each organization and key members of the TerraFund team, including Project Managers and Portfolio Specialists, will be in attendance

**Timeline of Rwanda Celebration + Onboarding Events**

Monday	Tuesday	Wednesday	Thursday	Friday
-	-	<u>10</u> Global TerraFund Celebration Day + Launch	<u>11</u>	<u>12</u>
<u>22</u>	<u>22</u> <b>Afternoon:</b> <i>Restoration Champions and workshop attendees travel to workshop venue</i>	<u>23</u> <b>Morning:</b> Kenya Celebration <b>Afternoon:</b> Kenya Communication Workshop. <i>Government Officials will depart</i>	<u>24</u> <b>All day:</b> Kenya Onboarding Workshop Begins <b>Night:</b> Networking Event	<u>25</u> <b>Morn:</b> Onboarding Workshop Cont. <i>Restoration Champions Depart in the afternoon</i>

***See Below for the Full Agenda for Each of the Celebration and Onboarding Events***



## Celebration & Communications Workshop | January 23

8.00 AM	<b>Arrivals and Registration</b>
9.00 AM	<b>Welcome and Introduction of Participants</b> <i>Moderator: Peter Ndunda, Senior Associate, World Resources Institute Africa</i>
9.15 AM	<b>Remarks from World Resources Institute Africa</b> Dr. Susan Chomba, Director, Vital Landscapes, World Resources Institute Africa
9.25 AM	<b>Remarks from the Government of Kenya</b> Gitonga Mugambi, Principal Secretary, State Department of Forestry
9.35 AM	<b>Welcoming Remarks from the County Government of Baringo</b> H.E. Benjamin Cheboi, Governor, County of Baringo
9:45 AM	<b>Recognition of the New Cohort Members</b> Teresa Muthoni, Project Manager, TerraFund Moses Kiniti, Portfolio Specialist, TerraFund
10:45 AM	<b>Group Photo &amp; Coffee Break</b>
11:15 AM	<b>Introduction to Our Partnership</b> Caroline Njiru, Landscape Manager, TerraFund
11:30 AM	<b>TerraFund Overview: The Process and Our Impact</b> Karaya Karugu, Enterprise Manager, TerraFund
12:00 PM	<b>Panel: Insights from Restoration Champions on their experience with TerraFund and their aspirations for impact in Kenya</b> <i>Moderator: John Ngahu, Project Manager, TerraFund</i>  <b>Panelists:</b> <ul style="list-style-type: none"> <li>- Caroline Kariuki, CEO, Green Pot Enterprises</li> <li>- Naiyan Kiplagat, Director, Paran Women Group</li> <li>- Redempta Mutisya, Director, Wezesha CBO</li> <li>- Thomas Ndiritu, CEO, COPICAD</li> </ul>
12:45 PM	<b>Closing Remarks &amp; Adjournment</b> Caroline Njiru, Landscape Manager, TerraFund
1:00 PM	<b>Lunch</b>
2:00 PM	<b>Investing in Communications</b> <i>Moderator: Thacien Munyamahame, Community Coordinator, TerraFund</i>



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Susan Onyango, Director of Communications & Engagement, TerraFund

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2:30 PM      **How to Talk About TerraFund**  
Jerin Tan, Communications Manager, TerraFund

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3:00 PM      **Break**

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3:15 PM      **Internal Communication & Community Coordination**  
Thacien Munyamahame, Community Coordinator, TerraFund

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3:45 PM      **Telling Your Story: Interactive Session**  
Jerin Tan, Communications Manager, TerraFund

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4:30 PM      **Closing Remarks & Agenda for Tomorrow**  
Karaya Karugu, Enterprise Manager, TerraFund

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## **Onboarding: Project Management & Monitoring | January 24**

8.30 AM      **Arrivals and Registration**  
*Moderator of the day: Teresa Muthoni, Project Manager, TerraFund*

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9.00 AM      **Introduction & Welcome to the Workshop**  
Teresa Muthoni, Project Manager, TerraFund  
Moses Kiniti, Portfolio Specialist, TerraFund

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10.00 AM      **Deep Dive into TerraFund: Funders, Partners, and Responsibilities**  
Karaya Karugu, Enterprise Manager, TerraFund

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11.00 AM      **Coffee Break**

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11.15 AM      **Monitoring, Reporting, and Verification Requirements**  
Eric Ng'ang'a, GIS Associate, TerraFund

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12.15 PM      **Utilizing TerraMatch for Success**  
Jubril Juma, Product Manager, TerraFund

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1.15 PM      **Lunch**  
*Make-Up Communications Workshop*

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2.15 PM      **Presentations from TerraFund Champions**  
*Moderator: John Ngahu, Project Manager, TerraFund*

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- Caroline Kariuki, CEO, Green Pot Enterprises
- Nelson Muiru, Project Manager, Kijabe Environment Volunteers (KENVO)

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3.00 PM      **Introduction to Project Management**  
John Ngahu, Project Manager, TerraFund

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4.00 PM      **Meet Your Project Managers & Portfolio Specialists**  
*Small break out groups for questions and answers*

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4.45 PM      **Concluding Remarks & Agenda for Tomorrow**  
Karaya Karugu, Enterprise Manager, TerraFund

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6.30 PM      **Networking Cocktail**  
Lake Naivasha Simba Lodge Hotel

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## **Onboarding: Getting Ready for Implementation | January 25**

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8.30 AM      **Arrivals and Registration**  
*Moderator of the Day: Moses Kiniti, Portfolio Specialist, TerraFund*

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9.00 AM      **Welcome**  
John Ngahu, Project Manager, TerraFund

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9.10 AM      **2024 TerraFund Timeline & Milestones**  
Karaya Karugu, Enterprise Manager, TerraFund

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9.45 AM      **Quality Assurance: Submitting High-Quality Data**  
Teresa Muthoni, Project Manager, TerraFund

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10.30 AM      **Coffee Break**

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10.45 AM      **Individual Support Sessions: Understanding Your Project**  
*Each champion will meet with a TerraFund staff member to fill out a standard form and pose any remaining questions.*

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12.45 PM      **Concluding Remarks & Thanks**  
Will Anderson, Senior Portfolio Manager, TerraFund

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1.00 PM      **Lunch**

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